	A	B	C	D	E	F	G	H
1	Pct of Payroll added for Direct Expenses:	12.49%	23.00%					
2		(actual)	(12.5% general + 6.5% for insurance + 4% for vacation)					
3								
4	*1991 Budget*	Actual & Proj	Projected	Pct		PCT OF TOTAL		
5		1990	1991	Diff.		Proj/Year	A+P/Yr	
6		==========	==========			==========		
7	**SALES AND ROYALTY INCOME**							
8	Subscription Sales	477,572	400,000	-16%		61%	68%	
9	Back Issue Sales	11,582	12,000	4%		1%	2%	
10	Mailing List Sales	21,723	18,000	-17%		3%	3%	
11	Direct Distribution Sales	77,737	75,000	-4%		10%	13%	
12	Warner Sales	93,593	80,000	-15%		12%	14%	
13	Book & Postcard Sales	29,819	0	-100%		4%	0%	
14	Royalty Income	41,625	0	-100%		5%	0%	
15	Production Monies	25,000	0	-100%		3%	0%	
16	Change In Sub Liability	0	0	all +		0%	0%	
17	**INCOME SUBTOTAL**	**778,651**	**585,000**	**-25%**		**100%**	**100%**	
18								
19	**OTHER INCOME**							
20	Chronicle Income	27,500	27,500	0%		13%	54%	
21	Unclassifieds Income	8,715	8,000	-8%		4%	16%	
22	Misc Royalty Income	2,270	0	-100%		1%	0%	
23	Production Projects Income	401	0	-100%		0%	0%	
24	Contributions General	12,019	10,000	-17%		6%	20%	
25	Contributions WEI	58,517	0	-100%		28%	0%	
26	Cyberthon Income	87,916	0	-100%		42%	0%	
27	Library Project Income	401	0	-100%		0%	0%	
28	Environmental Projects Income	401	0	-100%		0%	0%	
29	Interest Income	5,756	5,000	-13%		3%	10%	
30	Sale of Assets	500	0	-100%		0%	0%	
31	Miscellaneous Income	3,696	0	-100%		2%	0%	
32	Pass Thru Grants Contrib. to General Ove	0	0	all +		0%	0%	
33	**TOTAL OTHER INCOME**	**208,092**	**50,500**	**-76%**		**100%**	**100%**	
34								
35	Grants Income	7,500	0	-100%				
36	***TOTAL REVENUE***	***994,243***	***635,500***	**-36%**				
37								
38	**COST OF SALES**							
39	Circulation Pay	33,515	32,000	-5%		6%	6%	
40	Sub Fulfillment	35,729	40,000	12%		6%	8%	
41	Sub Premium Offers	1,587	0	-100%		0%	0%	
42	MacSub Fulfillment OPS	783	0	-100%		0%	0%	
43	MacSUB Fulfillment Pay	24,759	30,000	21%		4%	6%	
44	Circulation Promo	11,643	16,000	37%		2%	3%	
45	Renewal & Billing Expenses	21,282	25,000	17%		4%	5%	
46	Insert Expenses	9,254	6,000	-35%		2%	1%	
47	Credit Card Discount	2,886	3,000	4%		1%	1%	
48	Direct Distributor Expenses	6,960	9,000	29%		1%	2%	
49	Warner Expenses	9,976	12,000	20%		2%	2%	
50	Printing Magazine	94,837	98,000	3%		17%	19%	
51	Mailing List Fulfillment	3,516	3,000	-15%		1%	1%	
52	Editorial Pay	64,748	64,000	-1%		12%	13%	
53	Writers and Contributors	31,519	32,000	2%		6%	6%	
54	Misc Editorial Expenses	5,127	8,000	56%		1%	2%	
55	Pre Press	17,871	19,000	6%		3%	4%	
56	Research Pay	15,211	15,000	-1%		3%	3%	
57	Research Expense	2,242	4,000	78%		0%	1%	
58	Production Pay	55,650	58,000	4%		10%	11%	
59	Production OPS	1,640	3,000	83%		0%	1%	
60	Outside Production Work	4,269	4,000	-6%		1%	1%	
61	Production Supplies	3,397	5,000	47%		1%	1%	
62	Whole Earth Ecolog OPS	32,558	0	-100%		6%	0%	
63	Whole Earth Ecolog Expenses	20,989	0	-100%		4%	0%	
64	Purchase & Promo of Books etc.	15,163	0	-100%		3%	0%	
65	Fulfillment of Books	4,058	0	-100%		1%	0%	
66	Chronicle Expenses	23,941	24,000	0%		4%	5%	
67	Change In Inventory	0	0	all -		0%	0%	
68	**TOTAL COST OF SALES**	**555,110**	**510,000**	**-8%**		**100%**	**100%**	
69								
70	**GROSS MARGIN**	**439,133**	**125,500**	**-71%**				
71								

	A	B	C	D	E	F	G	H
72	**GENERAL AND ADMINISTRATIVE EXPENSES**							
73	Office Pay	35,422	36,000	2%		11%	19%	
74	Pub and Admin Pay	25,351	26,000	3%		8%	14%	
75	Pub and Admin Pre Project Pay	2,776	5,000	80%		1%	3%	
76	Director Pay	20,417	35,000	71%		6%	19%	
77	Insurance Workers Comp	3,428	na	#####		1%	#VALUE!	
78	Insurance Other	1,780	1,800	1%		1%	1%	
79	Paid Vacation Expense	6,053	na	#####		2%	#VALUE!	
80	Kaiser Health Plan	5,315	na	#####		2%	#VALUE!	
81	Taxes Other	2,037	2,000	-2%		1%	1%	
82	Taxes Payroll	29,178	na	#####		9%	#VALUE!	
83	Office and Computer Supplies	6,789	7,000	3%		2%	4%	
84	Equip Rental Maint and Supplies	4,699	5,000	6%		1%	3%	
85	Telephone	6,425	6,500	1%		2%	3%	
86	Postage & FAX	7,787	8,000	3%		2%	4%	
87	Container Rent	2,640	2,640	0%		1%	1%	
88	Building Rent	37,132	37,500	1%		12%	20%	
89	Building Maintenance	1,891	1,900	0%		1%	1%	
90	Utilities	3,322	3,400	2%		1%	2%	
91	WEI Fundraising Salaries	0	0	all -		0%	0%	
92	WEI Fundraising OPS	14,000	0	-100%		4%	0%	
93	WEI Fundraising Expenses	3,470	0	-100%		1%	0%	
94	Cyberthon Salaries	3,022	0	-100%		1%	0%	
95	Cyberthon OPS	14,500	0	-100%		5%	0%	
96	Cyberthon Expenses	71,686	0	-100%		22%	0%	
97	Library Project Salaries	3,302	0	-100%		1%	0%	
98	Library Project OPS	125	0	-100%		0%	0%	
99	Library Project Expenses	230	0	-100%		0%	0%	
100	Environmental Projects Salaries	54	0	-100%		0%	0%	
101	Environmental Projects OPS	0	0	all -		0%	0%	
102	Environmental Projects Expenses	31	0	-100%		0%	0%	
103	Legal Professional and Copyright	1,603	2,000	25%		0%	1%	
104	Interest and Penalties	1,947	2,000	3%		1%	1%	
105	Bank Service Fees	572	600	5%		0%	0%	
106	Misc Pub and Admin Expenses	3,714	4,000	8%		1%	2%	
107	Misc Expenses	1,182	1,500	27%		0%	1%	
108	WELL Repay Expenses	0	0	all -		0%	0%	
109	**TOTAL GEN AND ADMIN EXPENSES**	**321,880**	**187,840**	**-42%**		**100%**	**100%**	
110								
111	Grants Expense	7,500	0	-100%				
112	**CHANGE IN FUND BALANCE**	***109,753***	***-62,340***	**-157%**				
113								
114								
115	**Dept. Contributions to General Overhead**							
116	Circ/Fulf/Dir Sales Contrib. to General O	35,000	35,000	0%		na	26%	
117	Edit/Research Contrib. to General O/H	45,000	45,000	0%		na	34%	
118	Production Contrib. to General O/H	45,000	45,000	0%		na	34%	
119	Ecolog Contrib. to General O/H	10,000	0	-100%		na	0%	
120	Chronicle Contrib. to General O/H	6,000	6,000	0%		na	4%	
121	Unclassifieds Contrib. to General O/H	2,500	2,500	0%		na	2%	
122	WEI FR Contrib. to General O/H	9,000	0	-100%		na	0%	
123	WEI Cyberthon Contrib. to General O/H	5,000	0	-100%		na	0%	
124	WEI Library Contrib. to General O/H	2,000	0	-100%		na	0%	
125	WEI Envir. Contrib. to General O/H	1,000	0	-100%		na	0%	
126	Pass Thru Grants Contrib. to General O/H	500	0	-100%		na	0%	
127	**Total Dept. Contribs. to General O/H**	*161,000*	*133,500*	*-17%*		*na*	*100%*	
128								
129								
130								

	A	B	C	D	E	F	G	H
131	**Circ/Fulf/Direct Sales Dept Summary**	Actual & Proj	Projected	Pct		PCT OF TOTAL		
132		1990	1991	Diff.		Proj/Year	A+P/Yr	
133	* INCOME *							
134								
135	Subscription Sales	477,572	400,000	-16%		66%	67%	
136	Back Issue Sales	11,582	12,000	4%		2%	2%	
137	Contributions General	12,019	10,000	-17%		2%	2%	
138	Change In Sub Liability	0	0	all -		0%	0%	
139	*Total Sub/Back Issue/Contrib Income:*	*501,173*	*422,000*	*-16%*		*69%*	*71%*	
140								
141	Direct Distribution Sales	77,737	75,000	-4%		11%	13%	
142	Warner Sales	93,593	80,000	-15%		13%	13%	
143	*Total Newsstand Income:*	*171,330*	*155,000*	*-10%*		*24%*	*26%*	
144								
145	Mailing List Sales	21,723	18,000	-17%		3%	3%	
146	*Total Mailing List Income:*	*21,723*	*18,000*	*-17%*		*3%*	*3%*	
147								
148	Book & Postcard Sales	29,819	0	-100%		4%	0%	
149	*Total Book & Postcard Income:*	*29,819*	*0*	*-100%*		*4%*	*0%*	
150								
151	* TOTAL INCOME *	724,045	595,000	-18%		100%	100%	
152								
153	* EXPENSES *							
154								
155	Sub Fulfillment	35,729	40,000	12%		11%	12%	
156	Sub Premium Offers	1,587	0	-100%		0%	0%	
157	MacSub Fulfillment OPS	783	0	-100%		0%	0%	
158	MacSUB Fulfillment OPS O/H	98	0	-100%		0%	0%	
159	MacSUB Fulfillment Pay	24,759	30,000	21%		8%	9%	
160	MacSUB Fulfillment Pay O/H	3,092	6,900	123%		1%	2%	
161	Credit Card Discount	2,886	3,000	4%		1%	1%	
162	*Total Sub Fulfillment Expenses:*	*68,934*	*79,900*	*16%*		*22%*	*25%*	
163								
164	Printing Magazine	94,837	98,000	3%		30%	30%	
165	*Total Printing Expense:*	*94,837*	*98,000*	*3%*		*30%*	*30%*	
166								
167	Circulation Pay	33,515	32,000	-5%		11%	10%	
168	Circulation Pay O/H	4,186	7,360	76%		1%	2%	
169	Circulation Promo	11,643	16,000	37%		4%	5%	
170	Renewal & Billing Expenses	21,282	25,000	17%		7%	8%	
171	Insert Expenses	9,254	6,000	-35%		3%	2%	
172	Direct Distributor Expenses	6,960	9,000	29%		2%	3%	
173	Warner Expenses	9,976	12,000	20%		3%	4%	
174	*Total Promotional Expenses:*	*96,816*	*107,360*	*11%*		*30%*	*33%*	
175								
176	Mailing List Fulfillment	3,516	3,000	-15%		1%	1%	
177	*Total Mailing List Rental Expenses:*	*3,516*	*3,000*	*-15%*		*1%*	*1%*	
178								
179	Purchase & Promo of Books etc.	15,163	0	-100%		5%	0%	
180	Fulfillment of Books	4,058	0	-100%		1%	0%	
181	Change in Inventory	0	0	all -		0%	0%	
182	*Total Book & Postcard Expenses:*	*19,221*	*0*	*-100%*		*6%*	*0%*	
183								
184	*Circ/Fulf/Dir Sales Contrib. to General C*	*35000*	*35,000*	*0%*		*11%*	*11%*	
185								
186	* TOTAL EXPENSES *	*318,324*	*323,260*	*2%*		100%	100%	
187								
188	*Circ/Fulf/Direct Sales Dept. Net:*	*405,721*	*271,740*	*-33%*				
189								

	A	B	C	D	E	F	G	H
190	**Edit/Research Dept Summary**	Actual & Proj	Projected	Pct		PCT OF TOTAL		
191		1990	1991	Diff.		Proj/Year	A+P/Yr	
192	*Expenses:*							
193	Editorial Pay	64,748	64,000	-1%		37%	34%	
194	Editorial Pay O/H	8,086	14,720	82%		5%	8%	
195	Writers and Contributors	31,519	32,000	2%		18%	17%	
196	Misc Editorial Expenses	5,127	8,000	56%		3%	4%	
197	Research Pay	15,211	15,000	-1%		9%	8%	
198	Research Pay O/H	1,900	3,450	82%		1%	2%	
199	Research Expense	2,242	4,000	78%		1%	2%	
200	Edit/Research Contrib. to General O/H	45,000	45,000	0%		26%	24%	
201	*Total Expenses (no income):*	*173,833*	*186,170*	*7%*		*100%*	*100%*	
202								
203	*Edit/Research Dept Net:*	*-173,833*	*-186,170*	*7%*				
204								
205	**Production Dept. Summary**	Actual & Proj	Projected	Pct		PCT OF TOTAL		
206		1,990	1,991	Diff.		Proj/Year	A+P/Yr	
207	*Income:*							
208	Production Projects Income	401	0	-100%		100%	#NUM!	
209	*Total Income:*	*401*	*0*	*-100%*		*100%*	*#NUM!*	
210								
211	*Expenses:*							
212	Pre Press	17,871	19,000	6%		13%	13%	
213	Production Pay	55,650	58,000	4%		41%	39%	
214	Production Pay O/H	6,950	13,340	92%		5%	9%	
215	Production OPS	1,640	3,000	83%		1%	2%	
216	Production OPS O/H	205	690	237%		0%	0%	
217	Outside Production Work	4,269	4,000	-6%		3%	3%	
218	Production Supplies	3,397	5,000	47%		3%	3%	
219	Production Contrib. to General O/H	45,000	45,000	0%		33%	30%	
220	*Total Expenses:*	*134,982*	*148,030*	*10%*		*100%*	*100%*	
221								
222	*Production Dept Net:*	*-134,581*	*-148,030*	*10%*				
223								
224	**Ecolog Summary**	Actual & Proj	Projected	Pct		PCT OF TOTAL		
225		1990	1991	Diff.		Proj/Year	A+P/Yr	
226	*Income:*							
227	Royalty Income	41,625	0	-100%		62%	#NUM!	
228	Production Monies	25,000	0	-100%		38%	#NUM!	
229	*Total Income:*	*66,625*	*0*	*-100%*		*100%*	*#NUM!*	
230								
231	*Expenses:*							
232	Whole Earth Ecolog OPS	32,558	0	-100%		51%	#NUM!	
233	Whole Earth Ecolog Expenses	20,989	0	-100%		33%	#NUM!	
234	Ecolog Contrib. to General O/H	10,000	0	-100%		16%	#NUM!	
235	*Total Expenses:*	*63,547*	*0*	*-100%*		*100%*	*#NUM!*	
236								
237	*Ecolog Net:*	*3,078*	*0*	*-100%*				
238								
239	**Chronicle Summary**							
240	*Income:*							
241	Chronicle Income	27,500	27,500	0%		100%	100%	
242	*Total Income:*	*27,500*	*27,500*	*0%*		*100%*	*100%*	
243								
244	*Expenses:*							
245	Chronicle Expenses	23,941	24,000	0%		73%	68%	
246	Chronicle Pay O/H	2,990	5,520	85%		9%	16%	
247	Chronicle Contrib. to General O/H	6,000	6,000	0%		18%	17%	
248	*Total Expenses:*	*32,931*	*35,520*	*8%*		*100%*	*100%*	
249								
250	*Chronicle Net:*	*-5,431*	*-8,020*	*48%*				
251								
252	**Unclassifieds Summary:**							
253	*Income:*							
254	Unclassifieds Income	8,715	8,000	-8%		100%	100%	
255	*Total Income:*	*8,715*	*8,000*	*-8%*		*100%*	*100%*	
256								
257	*Expenses:*							
258	Unclassifieds Contrib. to General O/H	2,500	2,500	0%		100%	100%	
259	*Total Expenses:*	*2,500*	*2,500*	*0%*		*100%*	*100%*	
260								
261	*Unclassifieds Net:*	*6,215*	*5,500*	*-12%*				
262								

	A	B	C	D	E	F	G	H
263	**WE Institute Summary:**	Actual & Proj	Projected	Pct		PCT OF TOTAL		
264		1990	1991	Diff.		Proj/Year	A+P/Yr	
265	* INCOME *							
266								
267	Contributions WEI	58,517	0	-100%		40%	#NUM!	
268	Cyberthon Income	87,916	0	-100%		60%	#NUM!	
269	Library Project Income	401	0	-100%		0%	#NUM!	
270	Environmental Projects Income	401	0	-100%		0%	#NUM!	
271								
272	* TOTAL INCOME *	*147,235*	*0*	*-100%*		*100%*	*#NUM!*	
273								
274	* EXPENSES *							
275								
276	WEI Fundraising Salaries	0	0	all -		0%	#NUM!	
277	WEI Fundraising Salaries O/H	0	0	all -		0%	#NUM!	
278	WEI Fundraising OPS	14,000	0	-100%		11%	#NUM!	
279	WEI Fundraising OPS O/H	1,748	0	-100%		1%	#NUM!	
280	WEI Fundraising Expenses	3,470	0	-100%		3%	#NUM!	
281	WEI FR Contrib. to General O/H	9,000	0	-100%		7%	#NUM!	
282	*Total WEI FR Expenses*	*28,218*	*0*	*-100%*		*21%*	*#NUM!*	
283								
284	Cyberthon Salaries	3,022	0	-100%		2%	#NUM!	
285	Cyberthon Salaries O/H	377	0	-100%		0%	#NUM!	
286	Cyberthon OPS	14,500	0	-100%		11%	#NUM!	
287	Cyberthon OPS O/H	1,811	0	-100%		1%	#NUM!	
288	Cyberthon Expenses	71,686	0	-100%		54%	#NUM!	
289	WEI Cyberthon Contrib. to General O/H	5,000	0	-100%		4%	#NUM!	
290	*Total Cyberthon Expenses*	*96,396*	*0*	*-100%*		*73%*	*#NUM!*	
291								
292	Library Project Salaries	3,302	0	-100%		3%	#NUM!	
293	Library Project Salaries O/H	412	0	-100%		0%	#NUM!	
294	Library Project OPS	125	0	-100%		0%	#NUM!	
295	Library Project OPS O/H	16	0	-100%		0%	#NUM!	
296	Library Project Expenses	230	0	-100%		0%	#NUM!	
297	WEI Library Contrib. to General O/H	2,000	0	-100%		2%	#NUM!	
298	*Total Library Project Expenses*	*6,085*	*0*	*-100%*		*5%*	*#NUM!*	
299								
300	Environmental Projects Salaries	54	0	-100%		0%	#NUM!	
301	Environmental Projects Salaries O/H	7	0	-100%		0%	#NUM!	
302	Environmental Projects OPS	0	0	all -		0%	#NUM!	
303	Environmental Projects OPS O/H	0	0	all -		0%	#NUM!	
304	Environmental Projects Expenses	31	0	-100%		0%	#NUM!	
305	WEI Envir. Contrib. to General O/H	1,000	0	-100%		1%	#NUM!	
306	*Total Environmental Projects Expenses*	*1,092*	*0*	*-100%*		*1%*	*#NUM!*	
307								
308	** TOTAL EXPENSES **	*131,792*	*0*	*-100%*		*100%*	*#NUM!*	
309								
310	WEI Fundraising Net	30,299	0	-100%		196%	#NUM!	
311	Cyberthon Net	-8,480	0	-100%		-55%	#NUM!	
312	Library Project Net	-5,684	0	-100%		-37%	#NUM!	
313	Environmental Projects Net	-691	0	-100%		-4%	#NUM!	
314								
315	*WE Institute Net:*	*15,443*	*0*	*-100%*		*100%*	*#NUM!*	
316								
317	**Pass Thru Grants Summary:**							
318	*Income:*							
319	Grants Income	7,500	0	-100%		na	na	
320	*Total Income:*	*7,500*	*0*	*-100%*		na	na	
321								
322	*Expenses:*							
323	Grants Expense	7,500	0	-100%		na	na	
324	Pass Thru Grants Contrib. to General O/H	500	0	-100%		na	na	
325	*Total Expenses:*	*8,000*	*0*	*-100%*		na	na	
326								
327	*Pass Thru Grants Net:*	*-500*	*0*	*-100%*				
328								

	A	B	C	D	E	F	G	H
329	**General/Admin/Misc Summary:**	Actual & Proj	Projected	Pct		PCT OF TOTAL		
330		1990	1991	Diff.		Proj/Year	A+P/Yr	
331	* Income *							
332								
333	Misc Royalty Income	2,270	0	-100%		1%	0%	
334	Interest Income	5,756	5,000	-13%		3%	2%	
335	Sale of Assets	500	0	-100%		0%	0%	
336	Miscellaneous Income	3,696	0	-100%		2%	0%	
337	*Total Misc. Pub & Admin Income*	*12,222*	*5,000*	*-59%*		*6%*	*2%*	
338								
339	MacSUB Fulfillment OPS O/H	98	0	-100%		0%	0%	
340	MacSUB Fulfillment Pay O/H	3,092	6,900	123%		1%	3%	
341	Circulation Pay O/H	4,186	7,360	76%		2%	3%	
342	Editorial Pay O/H	8,086	14,720	82%		4%	7%	
343	Research Pay O/H	1,900	3,450	82%		1%	2%	
344	Production Pay O/H	6,950	13,340	92%		3%	6%	
345	Production OPS O/H	205	690	237%		0%	0%	
346	Chronicle Pay O/H	2,990	5,520	85%		1%	3%	
347	Pub and Admin Pay O/H	3,166	5,980	89%		1%	3%	
348	Pub and Admin Pre Project Pay O/H	347	1,150	232%		0%	1%	
349	Director Pay O/H	2,550	8,050	216%		1%	4%	
350	Office Pay O/H	4,424	8,280	87%		2%	4%	
351	WEI Fundraising Salaries O/H	0	0	all -		0%	0%	
352	WEI Fundraising OPS O/H	1,748	0	-100%		1%	0%	
353	Cyberthon Salaries O/H	377	0	-100%		0%	0%	
354	Cyberthon OPS O/H	1,811	0	-100%		1%	0%	
355	Library Project Salaries O/H	412	0	-100%		0%	0%	
356	Library Project OPS O/H	16	0	-100%		0%	0%	
357	Environmental Projects Salaries O/H	7	0	-100%		0%	0%	
358	Environmental Projects OPS O/H	0	0	all -		0%	0%	
359	*Total Salary/OPS Overhead Income*	*42,365*	*75,440*	*78%*		*20%*	*35%*	
360								
361	*Total Dept. Contrib. to General O/H Incom*	*161,000*	*133,500*	*-17%*		*75%*	*62%*	
362								
363	* Total Income *	215,587	213,940	-1%		100%	100%	
364								

	A	B	C	D	E	F	G	H
365	* Expenses *							
366								
367	Pub and Admin Pay	25,351	26,000	3%		11%	12%	
368	Pub and Admin Pay O/H	3,166	5,980	89%		1%	3%	
369	Pub and Admin Pre Project Pay	2,776	5,000	80%		1%	2%	
370	Pub and Admin Pre Project Pay O/H	347	1,150	232%		0%	1%	
371	Director Pay	20,417	35,000	71%		9%	17%	
372	Director Pay O/H	2,550	8,050	216%		1%	4%	
373	Misc Pub and Admin Expenses	3,714	4,000	8%		2%	2%	
374	*Total Pub and Admin Expenses*	*58,321*	*85,180*	*46%*		*26%*	*40%*	
375								
376	Insurance Workers Comp	3,428	na	#####		2%	#VALUE!	
377	Paid Vacation Expense	6,053	na	#####		3%	#VALUE!	
378	Kaiser Health Plan	5,315	na	#####		2%	#VALUE!	
379	Taxes Payroll	29,178	na	#####		13%	#VALUE!	
380	*Total Payroll-Related Expenses*	*43,974*	*0*	*-100%*		*20%*	*0%*	
381								
382	Office Pay	35,422	36,000	2%		16%	17%	
383	Office Pay O/H	4,424	8,280	87%		2%	4%	
384	Insurance Other	1,780	1,800	1%		1%	1%	
385	Taxes Other	2,037	2,000	-2%		1%	1%	
386	Office and Computer Supplies	6,789	7,000	3%		3%	3%	
387	Equip Rental Maint and Supplies	4,699	5,000	6%		2%	2%	
388	Legal Professional and Copyright	1,603	2,000	25%		1%	1%	
389	Interest and Penalties	1,947	2,000	3%		1%	1%	
390	Bank Service Fees	572	600	5%		0%	0%	
391	Misc Expenses	1,182	1,500	27%		1%	1%	
392	WELL Repay Expenses	0	0	all -		0%	0%	
393	*Total General Business Expenses*	*60,455*	*66,180*	*9%*		*27%*	*31%*	
394								
395	Telephone	6,425	6,500	1%		3%	3%	
396	Postage & FAX	7,787	8,000	3%		4%	4%	
397	*Total Phone/Postage/FAX Expenses*	*14,212*	*14,500*	*2%*		*6%*	*7%*	
398								
399	Container Rent	2,640	2,640	0%		1%	1%	
400	Building Rent	37,132	37,500	1%		17%	18%	
401	Building Maintenance	1,891	1,900	0%		1%	1%	
402	Utilities	3,322	3,400	2%		1%	2%	
403	*Total Rent & Facilites Expenses*	*44,985*	*45,440*	*1%*		*20%*	*22%*	
404								
405	* Total Expenses *	221,947	211,300	-5%		100%	100%	
406								
407	*Net General/Admin/Misc:*	*-6,360*	*2,640*	*-142%*				
408								
409								

	A	B	C	D	E	F	G	H
410	**Dept-by-Dept Summary:**	Actual & Proj	Projected	Pct		PCT OF TOTAL		
411		1990	1991	Diff.		Proj/Year	A+P/Yr	
412								
413	Total Sub/Back Issue/Contrib Income:	501,173	422,000	-16%		69%	71%	
414	Total Newsstand Income:	171,330	155,000	-10%		24%	26%	
415	Total Mailing List Income:	21,723	18,000	-17%		3%	3%	
416	Total Book & Postcard Income:	29,819	0	-100%		4%	0%	
417	** TOTAL INCOME **	*724,045*	*595,000*	*-18%*		*100%*	*100%*	
418								
419	Total Sub Fulfillment Expenses:	68,934	79,900	16%		22%	25%	
420	Total Printing Expense:	94,837	98,000	3%		30%	30%	
421	Total Promotional Expenses:	96,816	107,360	11%		30%	33%	
422	Total Mailing List Rental Expenses:	3,516	3,000	-15%		1%	1%	
423	Total Book & Postcard Expenses:	19,221	0	-100%		6%	0%	
424	Circ/Fulf/Dir Sales Contrib. to General C	35,000	35,000	0%		11%	11%	
425	** TOTAL EXPENSES **	*318,324*	*323,260*	*2%*		*100%*	*100%*	
426								
427	*Circ/Fulf/Direct Sales Dept. Net:*	*405,721*	*271,740*	*-33%*				
428								
429	Total Expenses (no income):	$173,833	$186,170	7%		16%	21%	
430	*Edit/Research Dept Net:*	*($173,833)*	*($186,170)*	*7%*				
431								
432	Total Income:	$401	$0	-100%		0%	0%	
433	Total Expenses:	$134,982	$148,030	10%		12%	16%	
434	*Production Dept Net:*	*($134,581)*	*($148,030)*	*10%*				
435								
436	Total Income:	$66,625	$0	-100%		6%	0%	
437	Total Expenses:	$63,547	$0	-100%		6%	0%	
438	*Ecolog Net:*	*$3,078*	*$0*	*-100%*				
439								
440	Total Income:	$27,500	$27,500	0%		2%	3%	
441	Total Expenses:	$32,931	$35,520	8%		3%	4%	
442	*Chronicle Net:*	*($5,431)*	*($8,020)*	*48%*				
443								
444	Total Income:	$8,715	$8,000	-8%		1%	1%	
445	*Total Expenses:*	*$2,500*	*$2,500*	*0%*		*0%*	*0%*	
446	*Unclassifieds Net:*	*$6,215*	*$5,500*	*-12%*				
447								
448	Contributions WEI	58,517	0	-100%		44%	#NUMI	
449	Cyberthon Income	87,916	0	-100%		67%	#NUMI	
450	Library Project Income	401	0	-100%		0%	#NUMI	
451	Environmental Projects Income	401	0	-100%		0%	#NUMI	
452	** TOTAL INCOME **	*$147,235*	*$0*	*-100%*		*12%*	*0%*	
453								
454	Total WEI FR Expenses	28,218	0	-100%		21%	#NUMI	
455	Total Cyberthon Expenses	96,396	0	-100%		73%	#NUMI	
456	Total Library Project Expenses	6,085	0	-100%		5%	#NUMI	
457	Total Environmental Projects Expenses	1,092	0	-100%		1%	#NUMI	
458	** TOTAL EXPENSES **	*$131,792*	*$0*	*-100%*		*12%*	*0%*	
459								
460	WEI Fundraising Net	30,299	0	-100%				
461	Cyberthon Net	-8,480	0	-100%				
462	Library Project Net	-5,684	0	-100%				
463	Environmental Projects Net	-691	0	-100%				
464	*WE Institute Net:*	*$15,443*	*$0*	*-100%*				
465								
466	Total Income:	$7,500	$0	-100%		1%	0%	
467	Total Expenses:	$8,000	$0	-100%		1%	0%	
468	*Pass Thru Grants Net:*	*($500)*	*$0*	*-100%*				
469								
470	Total Misc. Pub & Admin Income	12,222	5,000	-59%		6%	2%	
471	Total Salary/OPS Overhead Income	42,365	75,440	78%		20%	35%	
472	Total Dept. Contrib. to General O/H Incom	161,000	133,500	-17%		75%	62%	
473	** Total Income **	*$215,587*	*$213,940*	*-1%*		*18%*	*25%*	
474								
475	Total Pub and Admin Expenses	58,321	85,180	46%		44%	#DIV/0!	
476	Total Payroll-Related Expenses	43,974	0	-100%		33%	#NUMI	
477	Total General Business Expenses	60,455	66,180	9%		46%	#DIV/0!	
478	Total Phone/Postage/FAX Expenses	14,212	14,500	2%		11%	#DIV/0!	
479	Total Rent & Facilites Expenses	44,985	45,440	1%		34%	#DIV/0!	
480	** Total Expenses **	*$221,947*	*$211,300*	*-5%*		*20%*	*23%*	
481								
482	*Net General/Admin/Misc:*	*($6,360)*	*$2,640*	*-142%*				
483								

	A	B	C	D	E	F	G	H
484	**Dept-by-Dept Summary (Totals):**	Actual & Proj	Projected	Pct		PCT OF TOTAL		
485		1990	1991	Diff.		Proj/Year	A+P/Yr	
486								
487	*Circ/Fulf/Direct Sales Dept. Net:*	*$405,721*	*$271,740*	*-33%*				
488	*Edit/Research Dept Net:*	*($173,833)*	*($186,170)*	*7%*				
489	*Production Dept Net:*	*($134,581)*	*($148,030)*	*10%*				
490	*Unclassifieds Net:*	*$6,215*	*$5,500*	*-12%*				
491	**Whole Earth Review Net:**	$103,522	($56,960)	*-155%*				
492								
493	**Grand Total Income:**	*1,197,608*	*844,440*	*-29%*		**100%**	**100%**	
494	**Grand Total Expenses:**	*1,085,355*	*904,280*	*-17%*		**100%**	**100%**	
495	**Grand Total Net:**	*112,253*	*-59,840*	*-153%*				
496	(check sum - should be 0)	0	0			0%	0%	
497								
498	**GT Income w/o WEI:**	*1,050,373*	*844,440*	*-20%*				
499	**GT Expenses w/o WEI:**	*953,563*	*904,280*	*-5%*				
500	**GT Net w/o WEI:**	*96,810*	*-59,840*	*-162%*				
501								
502	**Payroll Summary:**	Actual & Proj	Projected	Pct		PCT OF TOTAL		
503		1990	1991	Diff.		Proj/Year	A+P/Yr	
504								
505	Circulation Pay	33,515	32,000	-5%		8%	8%	
506	MacSub Fulfillment OPS	783	0	-100%		0%	0%	
507	MacSUB Fulfillment Pay	24,759	30,000	21%		6%	8%	
508	Editorial Pay	64,748	64,000	-1%		16%	17%	
509	Research Pay	15,211	15,000	-1%		4%	4%	
510	Production Pay	55,650	58,000	4%		14%	15%	
511	Production OPS	1,640	3,000	83%		0%	1%	
512	Outside Production Work	4,269	4,000	-6%		1%	1%	
513	Whole Earth Ecolog OPS	32,558	0	-100%		8%	0%	
514	Office Pay	35,422	36,000	2%		9%	10%	
515	Pub and Admin Pay	25,351	26,000	3%		6%	7%	
516	Pub and Admin Pre Project Pay	2,776	5,000	80%		1%	1%	
517	Director Pay	20,417	35,000	71%		5%	9%	
518	WEI Fundraising Salaries	0	0	all -		0%	0%	
519	WEI Fundraising OPS	14,000	0	-100%		4%	0%	
520	Cyberthon Salaries	3,022	0	-100%		1%	0%	
521	Cyberthon OPS	14,500	0	-100%		4%	0%	
522	Library Project Salaries	3,302	0	-100%		1%	0%	
523	Library Project OPS	125	0	-100%		0%	0%	
524	Environmental Projects Salaries	54	0	-100%		0%	0%	
525	Environmental Projects OPS	0	0	all -		0%	0%	
526	*Total Pay (Salaries & OPS)*	*352,102*	*308,000*	*-13%*		*89%*	*81%*	
527								
528	Insurance Workers Comp	3,428	na	#####		1%	#VALUE!	
529	Paid Vacation Expense	6,053	na	#####		2%	#VALUE!	
530	Kaiser Health Plan	5,315	na	#####		1%	#VALUE!	
531	Taxes Payroll	29,178	na	#####		7%	#VALUE!	
532	*Total Payroll Related Expenses*	*43,974*	*70,840*	*61%*		*11%*	*19%*	
533								
534	* TOTAL PAYROLL & REL. EXPENSES *	396,076	378,840	-4%		100%	100%	
535								
536								
537								
538	NOTES:							